

ABSTRACT

A product information system comprises a product package, container or support having an RFID tag including data memory means for storing at least a unique digital identification code
5 for the product and at least one remote storage access code, including a URL, for accessing additional dynamic and/or static data associated with the product which is stored outside the tag and container, the system being operative to retrieve the identification code and remote access code and to access the additional data via the Internet.